

Rep EC'd	Order# Yes	Ver#	1	Mod#	0	Status	Confirmed
	6856018						

7060  
Last Received: Printed: 09/26/2012 8:41 AM  
Showing Results 1 - 100 of 100

1 of 6

Station KSNV-TV LAS VEGAS, NV.  
 Advertiser ( ) ROMNEY 4 PRESIDENT  
 Product ROMNEY FOR PRESIDENT  
 Estimate# 400  
 Buyer STEPHANIE KINCAID  
 Phone#

Station	KSNV-TV LAS VEGAS, NV.	Agency	(
Advertiser	( ) ROMNEY 4 PRESIDENT	138	)
Product	ROMNEY FOR PRESIDENT	BET	
Estimate#	400	Agency C/P/I/	
Buyer	STEPHANIE KINCAID	Flight Dates	
Phone#	Hilatus Weeks		

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

62

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cos
1	1	W-F	6A-7A	Buyline Comment: WAKE W/WAGNR S2	:30	\$650.00	09/26-09/28	6	1	6	\$3,900.00
2	2	M-TU	6A-7A	Buyline Comment: WAKE W/WAGNR S2	:30	\$700.00	10/01-10/02	4	1	4	\$2,800.00
3	3	W-F	7A-9A	Buyline Comment: TODAY SHOW	:30	\$850.00	09/26-09/28	6	1	6	\$5,100.00
4	4	M-TU	7A-9A	Buyline Comment: TODAY SHOW	:30	\$900.00	10/01-10/02	4	1	4	\$3,600.00
5	5	M-TU	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$425.00	10/01-10/02	6	1	6	\$2,550.00
6	6	M-TU	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$325.00	10/01-10/02	2	1	2	\$650.00
7	7	W-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$325.00	09/26-09/28	3	1	3	\$975.00
8	8	M-TU	11A-12P	Buyline Comment: RACHAEL RAY	:30	\$325.00	10/01-10/02	2	1	2	\$650.00
9	9	W-F	11A-12P	Buyline Comment: RACHAEL RAY	:30	\$325.00	09/26-09/28	3	1	3	\$975.00
10	10	M-TU	12P-1230P	Buyline Comment: NEWS AT NOON	:30	\$425.00	10/01-10/02	2	1	2	\$850.00

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Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.		Agency ( ) AMERICAN RAMBLER PRODUCTIONS		Rep Firm ( ) PHILADELPHIA	
Advertiser	( ) ROMNEY FOR PRESIDENT		138 CONANT STREET BEVERLY, MA 02494		Sales Office ( ) AMY MCCREARY	
Product	400		Agency C/P/LP2/E		Salesperson ( ) AMY MCCREARY	
Estimate#						
Buyer	STEPHANIE KINCAID					
Phone#						
Fast#						
LT	Ln	Day	Time	Program	Len	Rate
					Dates	Spots/Week # of Weeks
11	W-F	12P-1230P		Buyline Comment: NEWS AT NOON	:30	\$425.00
12	M-TU	1P-2P		Buyline Comment: DAYS OF OUR LIVES	:30	\$425.00
13	W-F	1P-2P		Buyline Comment: DAYS OF OUR LIVES	:30	\$425.00
14	M-TU	2P-3P		Buyline Comment: DOCTORS	:30	\$325.00
15	W-F	2P-3P		Buyline Comment: DOCTORS	:30	\$325.00
16	M-TU	3P-4P		Buyline Comment: DR. PHIL	:30	\$450.00
17	W-F	3P-4P		Buyline Comment: DR. PHIL	:30	\$450.00
18	W-F	4P-430P		Buyline Comment: NEWS	:30	\$600.00
19	M-TU	4P-5P		Buyline Comment: NEWS	:30	\$725.00
20	M-TU	4P-5P		Buyline Comment: NEWS	:30	\$725.00
21	W-F	430P-5P		Buyline Comment: NEWS	:30	\$700.00

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Last Received: 09/25/2012 2:41 PM  
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Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.	Advertiser	( ) ROMNEY 4 PRESIDENT	Product	BEVERLY, MA 02494	Estimate#	400	Buyer	STEPHANIE KINCAID	Phone#	Fax#	Agency	( ) AMERICAN RAMBLER PRODUCTIONS	Sales Office	( ) PHILADELPHIA	Salesperson	( ) AMY MCCREARY	Rep Firm		Printed:	09/26/2012 8:41 AM
LT	In	Day	Time	Program				Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart						
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22	M-F	5P-530P		Buyline Comment: NEWS AT 5P				:30	\$1,000.00	09/26-09/28	6	1	6	\$6,000.00	---	---	---	---	---		
23	M-TU	5P-530P		Buyline Comment: NEWS AT 5P				:30	\$1,200.00	10/01-10/02	4	1	4	\$4,800.00	---	---	---	---	---		
24	M-F	630P-7P		Buyline Comment: JEOPARDY				:30	\$1,000.00	09/26-09/28	6	1	6	\$6,000.00	---	---	---	---	---		
25	M-TU	630P-7P		Buyline Comment: JEOPARDY				:30	\$1,300.00	10/01-10/02	4	1	4	\$5,200.00	---	---	---	---	---		
26	M-TU	7P-730P		Buyline Comment: WHEEL				:30	\$1,300.00	10/01-10/02	2	1	2	\$2,600.00	---	---	---	---	---		
27	W-F	7P-730P		Buyline Comment: WHEEL				:30	\$1,000.00	09/26-09/28	3	1	3	\$3,000.00	---	---	---	---	---		
28	M-TU	11P-1130P		Buyline Comment: 11P NEWS				:30	\$1,200.00	10/01-10/02	4	1	4	\$4,800.00	---	---	---	---	---		
29	W-F	11P-1130P		Buyline Comment: 11P NEWS				:30	\$1,100.00	09/26-09/28	6	1	6	\$6,600.00	---	---	---	---	---		
30	M-TU	1130P-1230A		Buyline Comment: TONIGHT SHOW				:30	\$500.00	10/01-10/02	2	1	2	\$1,000.00	---	---	---	---	---		
31	M-F	1130P-1230A		Buyline Comment: TONIGHT SHOW				:30	\$425.00	09/26-09/28	3	1	3	\$1,275.00	---	---	---	---	---		
32	F	10P-11P		Buyline Comment: DATELINE				:30	\$3,200.00	09/28-09/28	1	1	1	\$3,200.00	---	---	---	---	---		

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Traffic Order# 107060 Last Received: 09/25/2012 2:41 PM Printed: 09/26/2012 8:41 AM

Showing Buylines: All Lines

Station	KSNN-TV LAS VEGAS, NV.				Traffic Order# 107060		Last Received: 09/25/2012 2:41 PM		Printed: 09/26/2012 8:41 AM	
Advertiser	() ROMNEY 4 PRESIDENT				Agency ( ) AMERICAN RAMBLER PRODUCTIONS		Rep Firm			
Product	ROMNEY FOR PRESIDENT				138 CONANT STREET		Sales Office ( ) PHILADELPHIA			
Estimate#	400				BEVERLY, MA 02494		Salesperson ( ) AMY MCCREARY			
Buyer	STEPHANIE KINCAID				Agency C/P/I/P/Z/E		Salesperson Phone# 215-568-6540			
Phone#					Flight Dates 09/26/2012 - 10/02/2012		Salesperson FAX# 215-568-1845			
Fax#					Hiatus Weeks					
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots
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33	SU	5A-6A			:30	\$625.00	09/29-09/29	2	1	2
				Buyline Comment: SAT TODAY						
34	SU	5P-630P			:30	\$650.00	09/29-09/29	3	1	3
				Buyline Comment: 5P NEWS						
35	SU	630P-7P			:30	\$500.00	09/29-09/29	1	1	1
				Buyline Comment: JEOPARDY						
36	SU	11P-1130P			:30	\$1,100.00	09/29-09/29	2	1	2
				Buyline Comment: 11P NEWS						
37	SU	5A-530A			:30	\$825.00	09/29-09/29	1	1	1
				Buyline Comment: NEWS						
38	SU	530A-6A			:30	\$825.00	09/29-09/29	1	1	1
				Buyline Comment: NEWS						
39	SU	6A-7A			:30	\$325.00	09/30-09/30	1	1	1
				Buyline Comment: NW3-SUNRS WKND						
40	SU	7A-8A			:30	\$325.00	09/30-09/30	1	1	1
				Buyline Comment: SUNDAY TODAY-NBC						
41	SU	8A-9A			:30	\$625.00	09/30-09/30	1	1	1
				Buyline Comment: MEET THE PRESS						
42	SU	4P-530P			:30	\$2,400.00	09/30-09/30	2	1	2
				Buyline Comment: FOOTBALL NIGHT IN AMERICA						
43	SU	5P-830P			:30	\$10,000.00	09/30-09/30	2	1	2
				Buyline Comment: NFL FOOTBALL						

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Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.  
Advertiser ( ) ROMNEY 4 PRESIDENT  
Product ROMNEY FOR PRESIDENT  
Estimate# 400  
Buyer STEPHANIE KINCAID  
Phone#  
Fax#

Agency ( ) AMERICAN RAMBLER PRODUCTIONS  
138 CONANT STREET  
BEVERLY, MA 02494  
Agency CPI/P2/E  
Flight Dates //400  
Hiatus Weeks 09/26/2012 - 10/02/2012

Rep Firm PHILADELPHIA  
Sales Office ( )  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

LT In Day Time Program

Len Rate Dates Spots/Week # of Weeks Total Spots Total Cost Daypart

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44 SU 930P-10P Buyline Comment: JEOPARDY

:30 \$800.00 09/30-09/30 1 1 1 \$800.00

45 SU 10P-11P Buyline Comment: LAW AND ORDER

:30 \$1,200.00 09/30-09/30 1 1 1 \$1,200.00

46 SU 11P-1130P Buyline Comment: 11P NEWS

:30 \$1,100.00 09/30-09/30 2 1 2 \$2,200.00

—REPORT TOTALS—

Report Totals: 133 / \$124,650.00

—SALES MONTHLY TOTALS—

Sep 12: 85 / \$88,400.00

Oct 12: 48 / \$36,250.00

Sales Totals: 133 / \$124,650.00

Station Totals: 133 / \$124,650.00

Lines not sent/rxid/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Totals	CATV	KBIR	KINC	KLAS	KSNN
	\$445,179	0%	0%	0%	26%	28%
		KTNV	20%	KTUD	3%	KWUU
		XXXX	0%	KVCM		

—COMPETITIVE COMMENTS—

NEW ORDER  
EST SAHRES

Books	NOV12
Demos	R435+

— CREDIT RISK —  
CASH IN ADVANCE

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EC'd	Yes								Showing Buylines:	All Lines				
Station	KSNV-TV LAS VEGAS, NV.													
Advertiser	( ) ROMNEY 4 PRESIDENT													
Product	ROMNEY FOR PRESIDENT													
Estimate#	400													
Buyer	SIEPHANIE KINCAID													
Phone#														
Fax#														

Agency	( ) AMERICAN RAMBLER PRODUCTIONS	Rep Firm	( ) PHILADELPHIA	Printed:	09/26/2012 8:41 AM
	138 CONANT STREET	Sales Office	( ) AMY MCCREARY	Last Received:	09/25/2012 2:41 PM
	BEVERLY, MA 02494	Salesperson	( ) AMY MCCREARY		
Agency C/P1/P2/E	//400				
Flight Dates	09/26/2012 - 10/02/2012	Salesperson Phone#	215-568-6540		
Hiatus Weeks		Salesperson FAX#	215-568-1845		
		Fax#			